

## CLAIMS

What is claimed is:

1. A system for enhancing communication on a wireless network using predefined messages, comprising:
  - a service platform running an on-line service, the on-line service pertaining to a certain content;
  - at least one wireless terminal for communicating with at least the on-line service of said service platform through the wireless network;
  - an interactive program providing a predefined message related to the certain content based upon predefined criteria; and
  - transmitting means for transmitting the predefined message to at least one address selectable by a user of the at least one wireless terminal.
2. The system of claim 1, wherein the at least one address selectable by the user of the wireless terminal comprises a predetermined address.
3. The system of claim 1, wherein the at least one address selectable by the user of the wireless terminal comprises an address of the service platform.
4. The system of claim 1, further comprising at least one other terminal communicating with the at least one wireless terminal and wherein the at least one address

selectable by the user of the at least one wireless terminal comprises an address of the at least one other terminal.

5. The system of claim 4, wherein the at least one other terminal comprises a wireless terminal.

6. The system of claim 4, further comprising:

means for assessing an output capability of said at least one other terminal to receive the predefined message; and

means for configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

7. The system of claim 1, wherein said interactive program comprises a content determining means for determining the content of the on-line service, wherein the predefined criteria comprises a component of the content of the on-line service.

8. The system of claim 7, wherein said interactive program further comprises a message presentation means for receiving the predefined criteria and for generating or selecting the predetermined message based upon the predefined criteria.

9. The system of claim 4, wherein at least one of the at least one wireless terminal and the at least one other terminal is a mobile phone.

10. The system of claim 1, wherein the at least one wireless terminal comprises a dedicated button to be activated by the user of the wireless terminal to cause the predefined message to be transmitted to the at least one address selectable by the user of the at least one wireless terminal.

11. The system of claim 1, wherein the interactive program comprises an indicator to be displayed on the at least one wireless terminal when at least one predefined message related to the certain content is available for activation.

12. The system of claim 1, wherein the predefined message related to the certain content comprises an automated message that is sent automatically to the at least one address selectable by the user of the at least one wireless terminal when at least one of the conditions matching any of the predefined criteria is identified.

13. The system of claim 1, wherein the predefined message is stored in and retrieved by the interactive program from a storage device in the wireless terminal.

14. The system of claim 1, wherein the predefined message is stored in and retrieved by the interactive program from a storage device in the service platform.

15. The system of claim 1, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

16. A method for enhancing communication on a wireless network using predefined messages, the method comprising the steps of:

connecting at least one wireless terminal to a service platform running an on-line service, the on-line service pertaining to a certain content;

providing a predefined message related to the certain content based upon predefined criteria; and

transmitting the predefined message to an address selectable by a user of the at least one wireless terminal..

17. The method of claim 16, wherein the at least one address selectable by the user of the wireless terminal comprises a predetermined address.

18. The method of claim 16, wherein the at least one address selectable by the user of the wireless terminal comprises an address of the service platform.

19. The method of claim 16, further comprising the step of connecting at least one other terminal to at least one of the at least one wireless terminal and the service platform.

20. The method of claim 19, wherein the at least one address selectable by the user of the at least one wireless terminal comprises an address of the at least one other terminal.

21. The method of claim 19, wherein the at least one other terminal is a wireless terminal.

22. The method of claim 19, further comprising the steps of:  
assessing an output capability of the at least one other terminal to receive the predefined message; and  
configuring the predefined message, prior to transmitting the predefined message to the address of the at least one other terminal, so that the output capability of the at least one other terminal to receive the predefined message is taken into consideration.

23. The method of claim 16, wherein the step of providing a predefined message related to the certain content based upon predefined criteria further comprises determining the content of the on-line service, wherein the predefined criteria comprises a component of the content of the on-line service.

24. The method of claim 23, further comprising the step of receiving the predefined criteria, and generating or selecting the predetermined message based upon the predefined criteria.

25. The method of claim 19, wherein at least one of the at least one wireless terminal and the at least one other terminal is a mobile phone.

26. The method of claim 16, further comprising the step of indicating to a user of the at least one wireless the availability of the predefined message related to the certain content.

27. The method of claim 16, wherein the step of transmitting the predefined message to an address selectable by the user of the at least one wireless terminal is automatic.

28. The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the wireless terminal.

29. The method of claim 16, wherein the predefined message is stored in and retrieved from a storage device in the service platform.

30. The method of claim 16, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

31. A wireless terminal comprising:

- a. a processor in communication with a data storage device;
- b. a primary input in communication with the processor registering content-

related commands input by a user of the wireless terminal;

- c. an interactive program operative on the processor for:

- i. maintaining in the storage device a database identifying at least one set of predefined messages available to send to at least one of a plurality of preselected destination addresses;

- ii. scanning content-related events to identify conditions matching any of at least one predefined criteria;

- iii. providing, based on any of the predefined criteria, at least one content-related predefined message when at least one of the conditions matching any of the at least one predefined content-related criteria is identified, wherein the at least one content-related predefined message is subject to interaction with a user of the wireless terminal; and

- iv. sending the at least one content-related predefined message to at least one of a plurality of preselected destination addresses.

32. The wireless terminal of claim 31, further comprising:

d. means for assessing an output capability of a terminal to receive the predefined message at the destination address; and

e. means for configuring the predefined message, prior to transmitting the predefined message to the at least one of a plurality of preselected destination addresses, so that the predefined message is within the output capability of a terminal to receive the predefined message at the respective destination address.

33. The wireless terminal of claim 31, wherein the interactive program is further operative for determining the content of an on-line service connected to the wireless terminal, wherein the at least one predefined criteria comprises a component of the content of the on-line service.

34. The wireless terminal of claim 31, wherein the wireless terminal is a mobile phone.

35. The wireless terminal of claim 31, further comprising:  
a dedicated button to be activated by a user to cause the predefined message to be transmitted to the at least one of a plurality of preselected destination addresses.

36. The wireless terminal of claim 31, wherein the storage device is located in the wireless terminal.



37. The wireless terminal of claim 31, wherein the storage device is located in a service platform.

38. The wireless terminal of claim 31, wherein the predefined message comprises at least one of voice, text, sound, an image, a picture, and a video.

42